

TikTok Creator Marketplace Privacy Policy - Creators

Last updated: December 2020

If you are located in the US, TikTok Inc. is the controller responsible for your personal information. If you are located in the European Economic Area (“**EEA**”), Switzerland or the UK (together, the “**European Region**”), TikTok Information Technologies UK Limited (“**TikTok UK**”) and TikTok Technology Limited (“**TikTok Ireland**”) as joint-controllers are responsible for your personal information. If you are located in India, Bytedance (India) Technology Private Limited is the controller responsible for your personal information. If you are not in the European Region, US, or India, TikTok Pte. Ltd. (“**TikTok Singapore**”) is the controller responsible for your personal information.

We are committed to protecting and respecting your privacy. This policy sets out the basis on which your personal information will be processed for your participation in the TikTok Creator Marketplace (“**TCM**”) which includes your use of the TCM dashboard (the “**TCM Dashboard**”) and display of your TikTok profile to Brands on the TCM platform (“**TCM Platform**”).

This policy does not cover how your personal information is processed on the TikTok app (the “**TikTok App**”). To find out more information on how your personal information is processed on the TikTok App, please see the [TikTok App Privacy Policy](#).

If you have any questions about how we use your personal information, please contact privacy@tiktok.com.

1. The types of personal information we collect and use

When you sign up to participate in the TCM, we will process the following information which is obtained from your TikTok profile:

- Your TikTok username and nickname;
- Your profile information;
- Your contact details (email address and phone number);
- Your rate;
- Your age;
- Your gender;
- Your intro;
- Your content labels;
- Your fans profile; and
- Your quotations.

We will also collect information you provide when you create a profile on TCM.

We will also automatically collect and process information generated from your browser or device when you use the TCM Dashboard, including:

- Your IP address, which allows us to infer the city (and country) in which you are located;
- Browser and device settings; and
- Device ID.

We will also collect information about your activity and browsing history when you use the TikTok App, including:

- Information on your account based on your use of the TikTok App, for example, if you upload content to the TikTok App covering fashion, we will tag your account as a “fashion” account;
- Information on the videos you uploaded to the TikTok App including the upload time and the number of views, likes and shares for the last video you uploaded;
- The public comments on the videos you uploaded (although the name of each commenter will not be disclosed);
- The number of followers you have or have had; and
- Information on the type of users who have viewed your content such as how old they are and where they are from.

In addition, as you continue to use the TCM Dashboard, you may generate the following additional data:

- Brands that you previously interacted with on the TCM Dashboard;
- Relationship between you and your followers (e.g. follow time, aggregated demographics information about your followers);
- Campaigns with Brands that you previously participated in via TCM; and
- Data regarding the success of prior TCM campaigns, such as the total number of views, likes, and shares, in addition to any clicks and views of the participating brand’s website and app pages.

We will process this information for the purposes set out at paragraph 2 (*How we use your personal information and the legal basis for this*) below.

2. How we use your personal information and the legal basis for this

We process the personal information set out at paragraph 1 (*The types of personal information we collect and use*) because it is necessary for the performance of our contract with you.

We do this so that Brands on the TCM Platform can decide whether to contact you and discuss whether to work with you on exciting new projects.

We will also use your information to notify you about changes to our service, provide you with user support (including troubleshooting), enforce our terms and administer the TCM Platform and the TCM Dashboard.

In order to comply with our legal obligations, we also use your personal information to help us detect abuse, fraud and illegal activity on the TCM Platform or TCM Dashboard, to comply with legal obligations or requests, enforce our agreement with you or to protect the rights, property or safety of us, our users, a third party or the public as permitted by law.

If you are not in the European Region, to the extent that the applicable data protection laws in your jurisdiction(s) require your consent for processing your personal information, you hereby give your prior, express and informed consent and authorize us to process your personal information by accepting this policy.

3. How we share your personal information

As described in paragraph 2 (*How we use your personal information and the legal basis for this*), we will share your personal information with Brands that we think might be interested in you so that they can decide whether to contact you and work with you in the future. To ensure you are as informed as possible, we will aim to let you know before a brand contacts you and provide you with background information on the brand so that you have a choice over which advertisers you engage with.

We use other companies in our corporate group and third-party service providers (such as cloud service providers) to help us deliver the service to you.

We will also disclose your information to third parties in the event that we sell or buy any business or assets (whether a result of liquidation, bankruptcy or otherwise) or if we sell, buy, merge, are acquired by, or partner with other companies or businesses.

If required by the applicable laws or requested by authorities to the extent permitted by laws, we will also disclose your personal information to the relevant law enforcement agencies, public authorities or other organisations.

4. Where we store your personal information

If you are located in the European Region, your personal information will be processed outside of the European Region. Where we transfer your personal information to countries outside the European Region, we ensure that the personal information is transferred to countries recognised as offering an equivalent level of protection or the transfer is made pursuant to standard data protection clauses adopted by the European Commission. For a copy of these standard data protection clauses, please contact us at privacy@tiktok.com.

For other jurisdictions besides European Region, your personal information will also be processed outside your jurisdictions. Where we transfer your personal information to countries outside your own, we have taken steps to ensure an adequate level of protection of your information irrespective of where it is located. Without prejudice to this, we will also ensure that the transfer and/or transmission of your personal information is carried out in accordance with this policy and the requirements of the applicable laws. Please be informed that if the countries to which we may transfer your personal information and/or in which our servers are located may be countries that are not considered as having adequate level of protection by applicable laws in your jurisdiction, you hereby explicitly consent and authorize us to transfer your personal information by accepting this policy.

5. Rights for Users in the European Region

We offer you various settings to control and manage the personal information we have about you.

If you are located in the European Region, in accordance with applicable privacy law, you have the following rights in respect of your personal information that we hold:

- **Access Your Data:** You can ask us, free of charge, to confirm we process your personal information and for a copy of your personal information. You can also do this in-app.
- **Delete Your Data:** You can ask us to delete all or some of your personal information. You can also do this in-app.
- **Change or Correct Data:** You can ask us to change or fix your data. You can also make changes using the in-app controls and settings.
- **Portability:** You can ask for a copy of personal information you provided in a machine readable form.
- **Object or Restrict Use of Data and Withdraw Consent:** You can ask us to stop using some or all of your data, e.g. if we have no legal right to keep using it. You can ask us to stop processing your personal information for direct marketing purposes; withdraw your consent or ask us to stop making any automated individual decisions, including profiling. If you object to such processing, we ask you to share the reason for your objection in order for us to examine the processing of your personal information and to balance our legitimate interest in processing and your objection to this processing.

Before we can respond to a request to exercise one or more of the rights listed above, you may be required to verify your identity or your account details.

For information about how to make these requests, you can contact us using the contact information below, and we will review your request while considering applicable laws.

6. Rights for Users in the United States

If you are located in the United States, please see the [TikTok App Privacy Policy](#) to learn more about your rights in respect of your personal information that we hold (whether collected through your use of the TikTok App or your participation in TCM) and how to exercise those rights.

7. Rights for Users in the Rest of the World

If you are located in a jurisdiction outside of the European Region and the US, in accordance with applicable privacy law, you have the following rights in respect of your personal information that we hold:

- Access Your Data: You can access a copy of your personal information.
- Delete or Change Your Data: You can request rectification or removal of your personal information.
- Object Use of Data: You have the right to object to processing in certain circumstances.
- Portability: You have the right to data portability where we process your personal information because it is necessary for the performance of a contract and processing is carried out by automated means.
- Automatic Decisions: You have the right not to be subject to automated decisions, including profiling.
- Withdraw Consent: Where processing your personal information is based on consent, you have the right to withdraw that consent.
- Complaint: You have the right to lodge complaints before the appropriate data protection regulator.

If you are located in the following jurisdictions, in accordance with applicable privacy law, you have the following additional rights in respect of your personal information that we hold:

	Jurisdictions	Additional Rights of User
1.	Indonesia	<ul style="list-style-type: none">• Confidentiality. You can request to treat your personal information as confidential and process accordingly.

Please contact us at <https://www.tiktok.com/legal/report/privacy> if you would like to exercise any of your rights or if you have any questions relating to your personal information.

8. The security of your personal information

We take steps to ensure that your information is treated securely and in accordance with this policy. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal information, for example, by encryption, we cannot guarantee the security of your information transmitted via the TCM Platform or TCM Dashboard, which means any transmission is at your own risk.

We have appropriate technical and organisational measures to ensure a level of security appropriate to the risk that may be posed to you and other users. We maintain these technical and organisational measures and will amend them from time to time to improve the overall security of our systems.

We will, from time to time, include links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any information to these websites.

9. How long we keep your personal information

We retain your information for as long as it is necessary to provide you with the service so that we can fulfil our contractual obligations and rights in relation to the information involved. Where we do not need your information in order to provide the service to you, we retain it only for so long as we have a legitimate business purpose in keeping such data. However, there are occasions where we are likely to keep this data for longer in accordance with our legal obligations or where it is necessary for the establishment, exercise or defense of legal claims.

After you have terminated your participation in TCM, we store your information in an aggregated and anonymised format.

10. Changes

We will notify you of any material changes to this policy through a notice provided via the TikTok App or by other means. The “Last Updated” date at the top of this policy reflects the effective date of such policy changes.

11. Who we are and how to contact us

If you have questions or complaints regarding this policy, or if you wish to contact Our Data Protection Officer, you can do so by emailing privacy@tiktok.com or at the following postal address:

For users resident in the United States: TikTok Inc., Attn: TikTok Legal Department, 5800 Bristol Parkway, Suite 100, Culver City, CA, 90230, United States.

For users resident in the UK: TikTok Information Technologies UK Limited, 125 Kingsway, London WC2B 6NH, United Kingdom.

For users resident in the European Region (other than the UK): TikTok Technology Limited, 10 Earlsfort Terrace, Dublin, D02 T380, Ireland.

For users resident in India: Bytedance (India) Technology Private Limited, 15th fl, WeWork, C-20, G-Block, Bandra-Kurla Complex, Bandra (East), Mumbai, Mumbai City, Maharashtra.

For users resident in the rest of the world: TikTok Pte Ltd, 1 Raffles Quay, #26-10, South Tower, Singapore 048583.

If contacting us does not resolve your complaint, you have the right to complain to your local data protection supervisory authority.